White papers

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What white papers are

- **White papers are well-researched written pieces created for customers to address key questions of points relevant to their business**

  - They're usually written in a more formal tone
  - They have a structure that includes a summary at the beginning
  - They state a problem and a solution
  - They include data graphs and some written analysis to help prove some points

- Benefits of writing a white paper:
  - They help establish "thought leadership" - you'll be seen as an expert on the topic
  - They provide a lot of detail in one place about a topic or pain point for the customer
  - They can be used to create more content - you can take excerpts from them to create blog posts, images, or tweets
  - They serve as reference materials over a long period of time (and your name is there if anyone wants to contact you for more information)

- Try to be helpful to your readers, don't just talk about a problem just to offer your product at the end as the ultimate solution (that sounds like a brochure)